

What "Sterling" is to Silver
"Mayfield" is to a Home

A REAL HOME

PRICE
\$3,950

TERMS
10% Cash
Balance
Like Rent

MAYFIELD
Building & Improvement Co., Inc.
Paid in Capital \$150,000
611 and 612 American Bank Building. Phone 684

Avoid Turning Hose on Porch Floor

The water collects in the cracks and in time buckets the boards badly and hasten decay.
Frequent painting of the porch floors lengthens life of the floor, besides beautifies them.

Tuttle Paint and Glass Co.
PHONE 206 210-212 N. STANTON

MANAGEMENT OF COMPANY CHANGES

W. R. Eldson, New Manager of Alamogordo Improvement Company, Asks Cooperation of People.

Alamogordo, N. M., July 25.—The management of the Alamogordo Improvement company has changed hands. Col. W. R. Eldson has theoretically been living here for some time, have for the greater part of the time in the office, though he says that the position will not necessarily keep him here but a part of the time. He says he is, however, all the time on the job. He has not yet announced a definite policy, but says that with the cooperation of the people a decided change is going to be made in the town for the better. He says that the company will meet the people halfway on any proposition for the public weal. Frank W. Beach, for the past few years manager of the company, will for a short time, take a vacation in the north.

Fred Bradford and family who have been living here for some time, has moved to his home at Sacramento. His home here was occupied Friday by John O. Stevens and family, of Canandaigua. Mr. Stevens is moving here on account of treatment for a sick child. J. M. Wilburn, of Crow Flat, visited his family here this week.

Mr. and Mrs. J. L. Compere, of Sylvestor, Tex., are expected to reach here this afternoon to spend the summer with their daughter, Mrs. B. R. Blankenship.

Arrangements have been made by which three religious denominations here will hold union prayer services on Wednesday night. These denominations are the South Methodist, Presbyterians and Christian. The services will be held alternately at the several churches. These services will also for the summer hold union Sunday night services alternately.

Rev. J. A. Armstrong has been called by the congregation of the Presbyterian church here as pastor for the ensuing year. He has served this church in that capacity for several years.

Mrs. J. S. Baker has gone to El Paso to meet her son, Clarence, who has been visiting his grandmother, Mrs. C. Toon.

at Bunkie, La. Luke Bufkin, of Port Lavaca, Tex., who has been visiting his parents, Mr. and Mrs. George Bufkin, for the past few weeks, has gone to Cloudcroft for a few days.

Miss Margaret Denney, of Cloudcroft, is the guest of Miss Francis Grant for a few days.

Mrs. J. A. Thomas and daughter, Miss Olive, who have been Cloudcroft visitors for the past few days, have returned home.

H. H. Major has returned from Las Cruces, where he has been on a business visit for the last few days.

Miss Maude Davis has returned to Cloudcroft after a few days' visit here.

Mrs. G. F. Roussas has returned from a few days' visit to friends in Mountain Park.

Miss Francis Andress has been visiting Miss May Munsen, of Avis, N. M., for the past few weeks.

Mrs. E. G. Rafferty, of Oconia, was the guest of Capt. and Mrs. D. W. Roberts.

Miss Hermoline Hawkins, who has been studying music in Germany for the past year, has returned home and will spend the remainder of the summer with her parents, Mr. and Mrs. J. M. Hawkins.

Mrs. J. W. Johnson and son, Lonnie, of Mountain Park, were Alamogordo visitors the past week.

Mr. and Mrs. Frank W. Taylor have left for Bolivia, Mo., where they expect to reside permanently.

Rev. Geo. H. Givan has returned from a month's visit to North Carolina and Kentucky.

Built of El Paso Brick Co. Red Pressed Brick. Porch across the front. Cobblestone piers. Attractive roof.

BUILT IN

Buffet, Book Cases, Kitchen Cabinet.

OAK FLOORS

Living and Dining Rooms finished in Light Mission.

CHAMBERS

Finished in vitralite white enamel, large closets. Sleeping Porch.

Distinguished Representatives of Early Autumn Styles Now to be Seen at the "Popular"

THE CHANGE in the season is near at hand. Nature will soon be donning new attire and womankind will follow suit. We are ready to assist you in choosing the apparel you desire for Fall wear. Every express brings beautiful new Fall merchandise that will gladden the hearts of feminine El Paso.

Correct and Clever Models in

The New Fall Suits

SUITS that correctly portray the leading style features which will characterize the autumn modes in high-class tailored suits. Although the showing is far from complete, yet a pleasing variety of fabrics, colors and designs await the selection of those who like to be the earliest choosers. Prices range from \$10.00 to \$50.00.

The Smartest New Styles

In Coats and Wraps

COATS of dignified distinction, fashioned from the most beautiful new weaves in soft, deep-toned shades that are in themselves subtly suggestive of luxury. Rich color contrasts are afforded in collars, cuffs and novelty buttons. The new "Sport coats" are among the most popular of the new arrivals. Prices range \$15.00 up.

For Girls Preparing for College—

New Serge Dresses

BEAUTIFUL all pure wool serge dresses, in the improved "Peter Thompson" models. Colors are navy blue, brown and cardinal, trimmed in high colored braids, emblems, etc. Just the thing for the girl preparing to go to college. \$8.50 up.

Exquisite New Negligees

WE call your especial attention to the new crepe de chine and satin kimonos just received. Lovely new styles—sleeveless and collarless variety. Priced at \$4.95 up. Then when you come be sure and see the new "Zandana" negligee. A Parisian creation.



The New Fall Corsets

CORSET fashions hold to the emphasis of the NATURAL FIGURE. One of the season's newest novelties is the "Topless" Corset—the upper part extends just a little above the waist line, providing an absolutely uncorseted figure above that point. Below the waist, the figure is fully protected and encased.

Many New Features Are Shown in

Women's New Headwear for Fall



HATS will remain small and medium for fall, like the effects of the present moment. Plushes, velvets and felts will signal the opening of the new season. Maline hats will be used for dressy wear, such as restaurant dining, afternoon receptions and teas and large public gatherings where hats are worn with ceremonious toilettes.

Very dark rich shades of green, red, purple and brown will be launched for the winter. Trimmings are aigrettes, paradise and heron, gourd, numidi, coq, wings, and quills made from condor and swan feathers. Ribbons are used extensively and fur plays a more prominent part than ever before. See our advance models.

A Goodly Supply of Women's Fashionable Fall Footwear

CLOTH and cravenette top shoes will be the most popular styles for dressy wear. There will also be a great demand for tan and brown footwear. Medium height tops will be worn, mostly the twelve and fourteen button models. In the higher grade shoes, the receding or narrow toe will be featured especially for dressy wear. The English walking shoes will be all the rage among the younger set for street wear. A few styles in white footwear will also be shown.

Our main floor shoe store for women will carry a complete line of the season's latest styles, and when you wish to see the new footwear for fall, come to the "Popular" first.



July Clearance Sale Ends in Four Days More

STOCKS promise to reach the desired extent of reduction in four more days and the object of the sale will then be accomplished. Summer goods will be practically closed out—room made for incoming Fall goods. Until the last hours of the sale we guarantee generous assortments

and great values. In fact the underpricing now provides record creating economies. Savings previously unmatched are general—each department presents its most attractive offerings. A study of appended items will show you unprecedented profit-possibilities. Profit by them.

Basement Values

SEA ISLAND DOMESTIC—40 inch, unbleached quality. Special a yard 7 1/2c (10 yards to a customer, no phone orders.)

HOPE DOMESTIC—Monday we will sell it, (10 yards to a customer, no phone or dera) at yard 7c

SEAMLESS SHEETS—\$1x90 inch, made of excellent quality muslin. (Limit six to a customer, no phone orders) 54c

"CONESTOGO" SHEETS—\$1x99 inch, made of heavy round thread muslin. (Limit 6 to a customer, no phone orders) at, each 79c

CHILDREN'S WASH DRESSES—Made of good quality gingham and percale, in solid colors and fancy designs. Special, each 43c

CHEVIOT SHIRTING—The 10c quality. (Limit 10 yards to a customer, no phone orders) at, yard... 7 1/2c

Lace and Embroidery

LACES—Normandy val edges and insertions to match, in widths of 3 to 7 inches. 7c
Special Monday, a yard EMBROIDERY FLOUNCINGS—27 inches wide, in exquisite new patterns. Values to 75c. Monday, 29c

EMBROIDERY FLOUNCINGS—45 inch Swiss embroidery flouncings in pleasing new patterns. The kind we sell regularly at \$2.50 a yard. 98c
Monday, a yard... 95c

Fancy Goods

WOMEN'S NECKWEAR—Pretty new summer styles. Values to 75c. Monday 35c

RIBBONS—No. 2 corset cover ribbons in 5 yard bolts Extra special 10c

VEILS—Shadow lace and chiffon drape veils, in black, white and colors. A big value at each 59c
WOMEN'S GLOVES—16 button length chamisette gloves, in natural color only; all sizes. Monday, a pair 35c

95¢ Undermuslins 50¢

A lot of slightly soiled and mused undermuslins from our special 95¢ line. Included in the lot are combinations, gowns, chemise and drawers. Made of good quality muslin, prettily trimmed with dainty laces, embroideries and ribbons. Choose from the lot while they last at, a garment 50c

\$1.95 Undermuslins 95¢

Another lot of slightly soiled combinations, gowns, chemise and drawers from our \$1.45 and \$1.95 lines. Lace, embroidery and ribbon trimmed garments, including a few hand embroidered undergarments. Choose from the lot while they last, a garment 95c

Girls' White Dresses Cheap

Odds and ends in girls' white batiste dresses, sizes 2 to 6. Neatly trimmed in pretty laces, embroideries and ribbons. Two lots—values to \$5.00 at \$2.45; 95c values to \$2.00

White Goods, Wash Goods and Linens

WASH FABRICS—White and colored, including silk border French voiles, white sponge crepe, fancy voile, etc., 75c. \$1.00 and \$1.25 values 55c at, yard

MOTOR LINEN—54 inches wide, in champagne, tan and white. That beautiful French shrunk weave and those attractive shantung weaves. The highest class of suiting and coating linen made. 75c

\$1.25 quality 95c
\$1.50 quality \$1.19

WHITE SHIRT WAIST LINENS—round thread, medium weight, very good weave, 36 inches wide and all linen, 25c quality. 19c

Choice 19c

MILL LENGTHS OF WHITE FLAXON—in assorted size cross bars; also barred and striped dimity, jacquard madras, white piques, etc. Regular 20c and 25c qualities, 11c at, yard

at, yard 11c

LINGERIE MAINS—soft and sheer, 36 inches wide, beautiful texture and weave. This is a positive 17 1/2c yard weiler. Cut up into 10 yard bolts. Special a \$1.05

TABLE DAMASK—72 inch all linen, pure white quality, in about eight different patterns to select from. Our regular 75c and 85c grades at, 59c

TABLE DAMASK—72 inch all linen double satin damask. We positively guarantee one of the widest range of patterns we have ever shown under one price. \$1.25 and \$1.35 values. A number of pretty plain center patterns in the lot. Regular \$4.00 a dozen values at the phenomenally low \$2.85

TOWELS—23x42 inch, all linen, hemstitched, white towels, monogram frame at end. \$3.50 dozen value at \$2.25

at \$2.25

The Popular
DRY GOODS CO., INC.

The Perfect Baby Of The Future

A Simple Method That Has a Wonderful Influence upon The Future Infant.

Too much cannot be said for a wonderful remedy, familiar to many women as Mother's Friend.

It is more eloquent in its action than all the health rules ever laid down for the guidance of expectant mothers. It is an external application that spreads its influence upon all the cords, muscles, ligaments and tendons that nature calls into play; they expand without pain, without strain.

Mother's Friend must, therefore, be considered as a direct influence upon the character and disposition of the future generation. It is a conceded fact that, with nausea, pain, nervousness and dread banished, there is stored up such an abundance of healthy energy as to bring into being the highest ideals of those who fondly theorize on the rules that insure the coming of the perfect baby.

Mother's Friend can be had of any druggist at \$1.00 a bottle. It is prepared by Bradford Regulator Co., 239 Lamar Bldg., Atlanta, Ga. Write them for an instructive book to expectant mothers.

